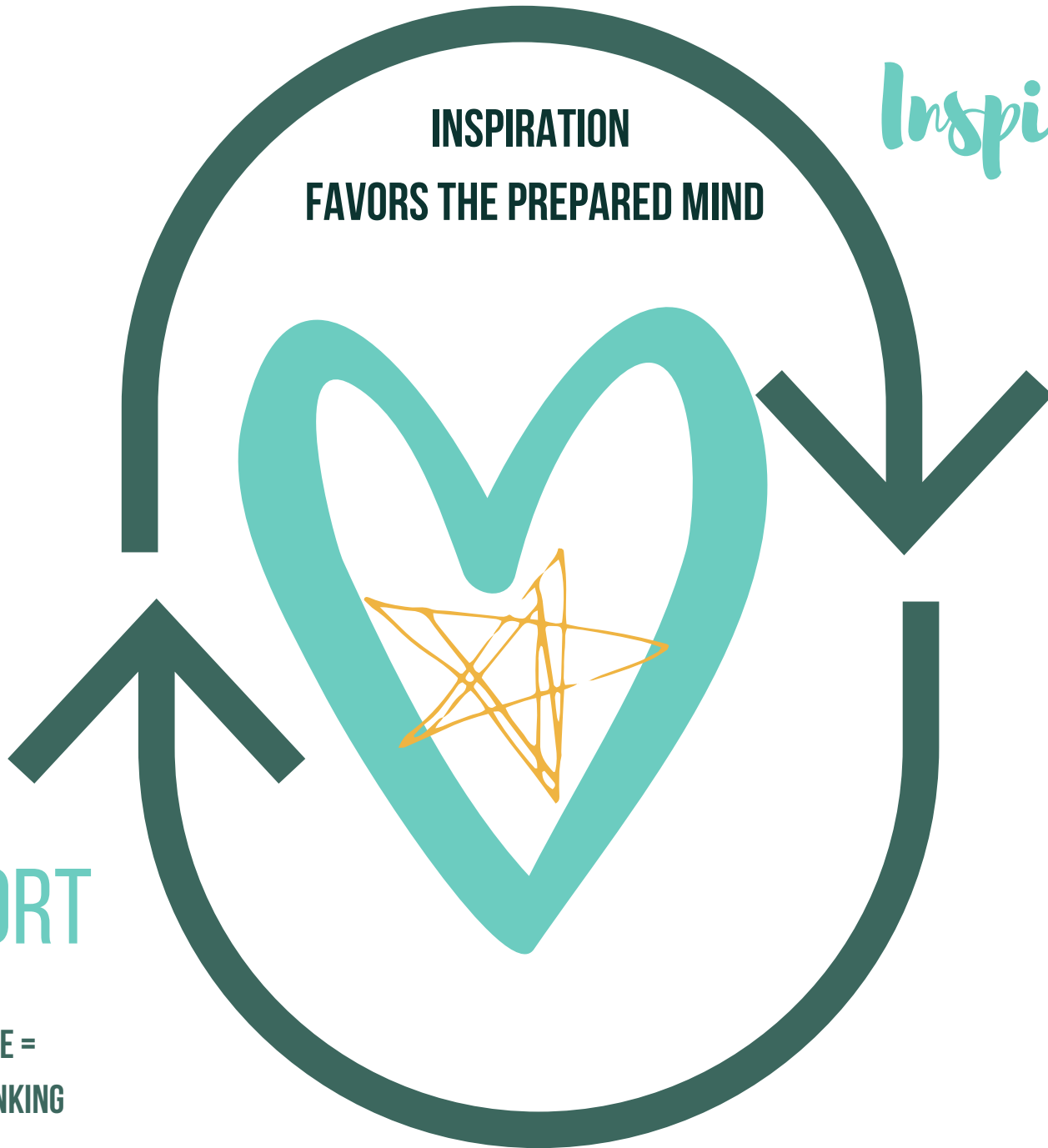


Inspiration

**INSPIRATION
FAVORS THE PREPARED MIND**

**GENERATIVE
CREATIVE STAGE =
DIVERGENT THINKING**



EFFORT

**SELECTIVE
CREATIVE STAGE =
CONVERGENT THINKING**